



# **The City of San Diego Web Development Guide**

## Table of Contents

<b>I. INTRODUCTION.....</b>	<b>3</b>
<b>II. BACKGROUND.....</b>	<b>4</b>
<b>III. PROCESS.....</b>	<b>5</b>
DEFINING CLEAR GOALS AND OBJECTIVES .....	5
BUILDING A BUSINESS CASE.....	5
BILLABLE WEB SERVICES .....	6
<i>Publishing Services:</i> .....	6
<i>Interactive Features and Functions:</i> .....	6
OBTAINING MANAGEMENT COMMITMENT AND SUPPORT.....	7
IDENTIFYING YOUR TARGET AUDIENCE .....	7
IDENTIFYING CONTENT, FEATURES AND FUNCTIONALITY .....	7
DESIGN ORGANIZATIONAL FRAMEWORK OR “BLUEPRINT” .....	8
APPLYING THE VISUAL DESIGN .....	10
DEVELOPING WEB APPLICATIONS .....	10
DEFINING THE UPDATING REQUIREMENTS .....	11
MARKETING THE WEB PAGE AND EVALUATING ITS SUCCESS.....	11
MAINTAINING YOUR WEB PAGES.....	12
REQUESTING UPDATES TO YOUR WEB SITE .....	12
UPDATING YOUR OWN WEB PAGES .....	12
CITY HOME PAGE AND BUCKET PAGE UPDATES .....	12
<b>IV. ROLES &amp; RESPONSIBILITIES .....</b>	<b>14</b>
CITY DEPARTMENT, DIVISION, PROGRAM OR OFFICE .....	14
DEPARTMENT OF INFORMATION TECHNOLOGY, WEB SERVICES.....	14
CITY GOVERNANCE BOARD .....	14
IT SOURCING VENDORS .....	14
<b>V. STANDARDS AND GUIDELINES .....</b>	<b>15</b>

## I. INTRODUCTION

The City's Web site provides an opportunity to "showcase" San Diego while serving as a centralized place on the Internet where the public can interact with the City to:

- Conduct business such as generating a service request or obtain bid information
- Participate in City government via the Council docket and via e-mail to elected officials, learn about policy issues and provide input into civic decision-making
- Search official documents and public records information
- Learn about City services, events and other activities
- Discover useful City information to improve the quality of their lives such as information about parks, recreation, library resources, recycling, water conservation, beach safety and community crime prevention
- Find out about other regional information in San Diego including the Chamber of Commerce, Convention and Visitors Bureau, and other related City agencies.

The Department of Information Technology, Web Services has established the processes and operating environment to support a reliable, flexible and dynamic web site. City departments determine their business need for a web page and work with the Department of Information Technology, Web Services to establish and maintain their web pages.

In its approach to web page development, the City seeks to integrate traditional editorial communication methods with the best practices of user interface design, information design and technical elements such as multimedia, hypertext markup language (HTML) authoring and application development. The established process, as described in this document is flexible and employs the "best practices" of web development in the industry.

The procedures, standards and policies will continue to evolve to ensure the City web site:

- 1) provides useful content and functionality from the public's viewpoint
- 2) is a cost-effective approach to web development
- 3) is presented in a way that positively reflects on the City organization

The purpose of this document is to assist City departments in planning and developing successful City web pages and web services.

Comments and suggestions regarding the information, format and design of this document are welcome and appreciated. For more information and assistance in developing a web site, contact the Department of Information Technology, Web Services via e-mail: [webmaster@sandiego.gov](mailto:webmaster@sandiego.gov)

## II. BACKGROUND

The City of San Diego established a World Wide Web site in 1994 to provide a way for the public to electronically access City information and services. As the Internet became more available to the general public, web pages emerged as a significant option for government communication and service delivery. Many City Departments began to recognize the power of the Internet to improve customer service.

The City web site official address, or Uniform Resource Locator (URL), is <http://www.sandiego.gov> . The site has expanded exponentially in recent years as most City departments and programs realize that this medium is beneficial in fulfilling their mission and makes information and services more accessible. Many departments have created interactive web applications with electronic commerce capabilities.

### III. PROCESS

A good web page must be innovative, efficient and functional to be successful in the rapidly evolving Internet arena. The following process has been established for creating and supporting a well-designed web page. In general the primary tasks are:

#### Defining Clear goals and Objectives

The first step in developing a successful web page is to determine clear goals and objectives. The focus of this step must be on how the public will benefit from the outcome. Once goals and objectives are identified, the best decisions can be made regarding the content, design and layout and technical applications of the web page. Knowing what you want to accomplish will serve to guide the design, implementation and evaluation process.

Several examples of possible objectives may be to:

- Expand access to helpful information beyond normal City office hours
- Reduce frequently asked questions at service desks (enabling staff to better handle complex tasks)
- Reduce print, mail and fax costs for forms or documents with a wide or frequent distribution
- Reach a new audience or the under-served (home-bound, students or businesses)
- Provide the public a way of submitting applications or directly updating data to improve efficiencies

Another way to approach the prospect of a web page is to ask what information and services the public would want to access on the Internet. You may already be receiving inquiries or suggestions from the public and specific customers about what they would like to access online. Ideas may also come from customer service focus groups and surveys (formal or informal). Public comments and suggestions are received by the Webmaster on a daily basis. In general, these comments are used to help set the general direction of the site but can provide input to departments for desired content or features.

Browse the Internet to see what other government entities are doing on the Web. Federal agencies and the State governments have a significant presence on the Internet. Also take a look at educational and non-profit organizations for good ideas. Become familiar with the web, and consumer-oriented web sites, to explore what is possible. Corporate and commercial web sites reveal the most innovative trends on the web and set the expectations of web users who visit the City web site (beware, however not all web sites, government or otherwise, are necessarily good models for the City in terms of content or design).

In shaping your goals, it is crucial to understand how your particular web development might coincide or compliment other departmental or business center web efforts. While creating a single-purpose web page may be desirable, a big-picture approach to web planning can help minimize areas of overlapping efforts or contradictions, and identify opportunities for collaboration.

During the project initiation stage, your goals and objectives will be aligned with the overall City's web site goals and technical infrastructure capability. The Department of Information Technology strategic direction provides the basis for the City's web site development.

#### Building a Business Case

Build a business case for creating, maintaining and evolving your web page. To help assess the need to establish a web page, the City department or program identifies the anticipated benefits of the web page to the organization. Evaluating the benefits in a measurable way will help set priorities and determine a budget for this service.

- How will a web page enhance service provision, reduce costs, avoid costs or improve compliance?
- How might a web page improve customer service or expand citizen awareness of a City program?
- What funds might be allocated to support this effort?
- What savings might be shifted to establish and maintain a web page?

- Could a phased approach to the implementation be appropriate, adding features in stages?

Costs vary for the development effort depending on a number of factors. There are no initial department costs to establish standard web pages or to maintain an existing web site when working through the Department of Information Technology Web Services, as these are included in rates that your department already pays for IT services, and are covered contractually under “Run-the-Business” with the City’s IT vendors. The rates also include web hosting and server related costs for the storage of static content.

Today’s simple web authoring tools promise easy design that you or an intern may be able to do yourself, or a vendor promises to design for you “free of charge”. The reality is code clean-up and often major adjustments, are necessary when web pages are developed in this way. Additional coding is required to make the pages suitable for the City’s dynamic web environment and must be performed as an enhancement, which usually ends up costing more than if the pages were designed within the City’s approved framework and the Web Services Team had created the web pages using the proven skills and techniques of their trade.

Any discussion of cost for web development must also consider the substantial City staff time required to plan, create, gather and organize the content as well as the review, testing and ongoing monitoring of the web pages. While these are often handled as “soft” costs, they need to be considered in making the business case and are often the most time-consuming part of the process of web development.

## **Billable Web Services**

Web services that will be billable to a department directly are identified below.

### ***Publishing Services:***

The General Services Department, Publishing Services Division is a cost-recovery department that bills departments directly for their services. Some services you might use them for to develop or maintain your web site, include the following:

- Procurement and optimization of source files for web page graphics
- Rendering of Word, Excel or other proprietary files to text searchable PDF (Portable Document Format) files for presentment on the web
- Development of interactive PDF forms

Variables that may affect the cost of publishing services are the format and quality of the original source image or document, the amount of content and graphics to be presented, and the number forms or special form fields and features that need to be developed.

### ***Interactive Features and Functions:***

The cost of application development for interactive features and functions are considered “Enhancements”. These are estimated by the City’s IT vendors within a formal project framework and will be billed to your department on an hourly basis. Estimates will be provided based on a clear understanding of the requirements during the project initiation phase.

A well-coordinated and rigorous planning process is critical to avoid unnecessary expense. Costs escalate as rework or changes in scope are required. Sketching the concept on paper before any programming or application development is done can greatly minimize costs.

## Obtaining Management Commitment and Support

Obtain long-term management commitment and funding support for a department or program web site or redesign early. Developing a successful web site takes work as does maintaining it and updating it. In addition to gaining management approval, a key staff person in the department or program should be identified early to serve as the content coordinator. Initial development will require the attention of a team that together have a vision of the department mission and service focus, good public information writing skills, the ability to logically organize information from the customers' point of view and an appreciation of general visual design. While not required, staff with technical knowledge and skills on the team can be very helpful especially if application development is anticipated. The primary contact person needs the authority to coordinate the content contributions and make decisions regarding the development of the web pages.

A good web page is dynamic - with frequent updating to meet the high expectation of Internet users for new content and functionality on a continuing basis. Even the most basic information should be kept accurate and refreshed occasionally. The department must identify someone who can regularly review and update the information as well as allocate a budget to handle the associated costs of web page development and maintenance. The use of special staff assignments and interns may be invaluable in handling certain tasks but an appropriate level staff contact is essential to manage the coordination and completion of on-going tasks.

## Identifying your Target Audience

Identifying the primary audience for your web site will help determine the most important content. The target audience will dictate the presentation, writing style, format and organizational structure needed. The presentation of information for the general public would be different from how you would present it for motivated businesses. While it is important to remember that the Internet is global, some of the target audiences may be:

- Citizens
- Tourists
- Vendors and the Business Community
- Students, Educators and Researchers
- Media
- Children
- Seniors
- Non-English speaking persons
- Persons with disabilities or those who are minimally literate
- Persons accessing the Internet through a dial-up modem
- Other organizations, within and outside of the City
- Other municipalities

## Identifying Content, Features and Functionality

Look at your objectives and target audience to identify the content, features and functionality for your web site. In gathering, creating, and refining your content, it is essential to keep the end user in mind. While you will want to take advantage of the power of the Web, the user's Internet experience and computer capability must be considered.

In gathering the content, less is more - when it's exactly what the user needs. While the tendency is to want to put anything that you distribute in print onto the Web, this can overwhelm the visitor with unwanted information. Sometimes content from print publications can be used as a source for the web site. However it will need to be adapted, reformatted or edited for the Internet (viewing information on a screen is very different from reading a threefold brochure).

As a highly visual medium, the content of your web pages will likely include text and graphics such as logos, charts, maps, tables, artwork, photos, and video.

In the early stages of planning content, there are other decisions to be made:

- Who created or “owns” the information you want to present?
- Is this a single-purpose project or should it be coordinated with other department Web efforts?
- Will a consolidated city-wide approach be more effective?
- What other related content is already on the City web site or is being developed?
- Is there related content on non-City web pages that may be linked to and do you have permission to do so?
- What copyright issues need to be addressed in the use of photos, logos, artworks, or textual content?

The features and functionality of your web site should evolve to enrich the user's experience and must support the department's objectives. The initial focus of web development is usually on providing public information and increasing public awareness of City services. However, the power of web technology is its ability to allow the user to interact with other City computer data, programs and systems in an easy manner. The opportunity to provide electronic City services via the Internet is seen as a major City-wide technology benefit. Features and functionality that may be considered include:

- Directories
- Calendars
- Interactive Forms
- Maps
- Access to data in City databases
- Online database updating
- Online payments
- Surveys
- Automated mailing lists

## **Design Organizational Framework or “Blueprint”**

Once the content has been identified and gathered, the next step is to design the organizational framework of the web content. This is similar to a blueprint of a house where you show how a visitor gets from the front door to the various rooms using different hallways and doors. This step occurs before determining the visual style or presentation of the web site.

The process begins with the overall high-level organization before focusing on the page details. This framework is to provide the user with a clear, obvious, structure when traversing the information space. It plays a substantial role in the overall usability, efficiency, and usefulness of the web site. It is worked on before any graphics are produced or web pages are authored. In repetitive cycles that include “rough” visualization, the best design is attained for the most appropriate solution possible.

The best way to determine the organizational structure is to create an outline of groups or categories of information. Think about what content is the focus of your web site - supporting your objectives. You may have 4 or 5 primary categories of content that clearly stand out as important. Keep in mind that everything cannot fit on the home page. The next step is to group information to sequence the “flow” of navigation through the web pages.

Main groupings and subgroups of information are ordered into a hierarchy, based on precedence, significance and frequency of access. Generally, content should flow from the general to the specific. Practical spatial constraints and a user's reluctance to scroll long documents will influence your design framework. Hierarchy structures (Menus) should not extend too deep, forcing the user to navigate through too many levels to locate needed information. “Story booking” or layout sketching is a common, effective way to test usability.

Adding links to the structure supports the quick navigation to related or needed information. Excessive choices clearly inhibit usability. Overusing links which are unrelated to the current topic presents unnecessary diversions. Excessive links make it more difficult to maintain a web site as it changes over time. Focusing on the user's task and the needed information should always determine what links and functionality is provided on a web page.



You will need to identify the placement of task-oriented pages, such as interactive forms, search queries and other transactional pages. You may want these to be readily available from the main page and also logically placed with supporting information.

## Applying the Visual Design

The Department of Information Technology, Web Services works with the department to design an appropriate visual presentation of content and features. This design will need to be consistent with the overall City web site design and branding. To fulfill the “create once - publish many” economies, visual aids on the main page may be shaped by graphics used in print publications.

All of the best practices for good visual design are already employed in the City’s primary web site template, which is designed and maintained for today’s ever evolving computer screens, and small hand-held devices, as well as stringent requirements for ADA compliance. There are unique characteristics and considerations when designing for delivery in this medium. Constraints and limitations are also imposed by the technology such as the Internet connection speed and computer platform and browser choice of the user, the display resolution and color bit-depth, and evolving web standards. Various browsers, screen sizes and settings impact how the content is presented. What you see on your monitor is not necessarily what your visitor sees, making the design process especially challenging.

The use of graphic elements must be consistent and placed appropriately. It is important to provide a pleasing and easy-to-view presentation. Graphics and/or photos that you have used in other publications can be used if relevant. However, graphics should be used with care and files must be sized and optimized appropriately for the web. Graphics should add meaning and convey information, entice the visitor to stay with your page and to return to it frequently.

Text is often the most important part of your content. Evaluate when best to use a narrative style text, bullets of information or tables to communicate words on a computer screen. Gear your writing style to match your target audience, but always ensure the grammar and spelling is correct. The key in creating text is to make it easy to read and understand. Remember you have a world-wide audience, so avoid colloquialisms and acronyms.

The text content must be provided Web Services team in a standard format - Microsoft Word™ is preferred. You will need to think how to present text to suit the web - where the viewer is looking at a screen full of data at a time rather than an 8 1/2" x 11" piece of paper. This data must then be converted by the City’s Web Team to make it presentable via a web environment. Common word processing elements such as pagination, page breaks, etc. have no relevance on a web page. Use a consistent type font and font size on your original document to make it easier for you and others to review. CSS (Style Sheets) are already in place with the web site templates to control the font on your web pages. This is to give the City’s overall web site a consistent look and feel for continuity and ease of use.

Once a department has provided the web page content, it is designed on the staging server. This pre-production staging environment mirrors the production web server to allow for optimal testing and review. All City employees have access to this environment when connected to a City PC within the firewall, to help in the review and approval process.

## Developing Web Applications

As Departments plan their web sites, any other technical requirements should be identified. It is important to know if dynamic data from a database will need to be made accessible, or if interactive forms or electronic commerce must be supported, for instance. Specialized programming (Java, for instance) is almost always required in these cases and in many, a conversion of data or re-engineering of an existing business process may also be necessary. Prototyping and testing are a time-consuming but critical step in the process.

The City’s IT vendors are responsible for developing the web applications. The City’s current process for web application development requires several steps. The first is to create an IT Application Service Request so the City’s IT Application vendor can assist with evaluating options and estimating costs. The next step is to follow the City’s IT Governance process to obtain the proper approvals to proceed. This process includes generating a well defined scope and objectives for the application, and providing other deliverables including a requirements definition, analysis of alternatives and risk assessment.

Automating services for use on the Internet can be complex. Most interactivity that may be provided on the web site requires technical application development to achieve. Interactive forms, database queries, automated mailing lists,

online payments and other transaction related functions require IT vendor application development. Many decisions require additional web hardware or software to support. Issues related to security, network traffic, access to internal systems, standards and support all need to be explored by the Department of Information Technology and the City's IT Governance Board. They also need to be appropriately funded.

For interactive forms or search queries, the application development process must support the task-flow diagrams showing the steps a user must follow to complete the task. The application development process will address considerations such as the placement of entry fields, text boxes, drop-down menus, disclaimers, help information and other instructions should be sketched before design work begins. Good user interface design practices and testing are essential for interactive applications.

## **Defining the Updating Requirements**

The frequency of updating web pages depends on the nature of the content. Content needs to be kept up-to-date at all times. Departments may wish to add the web page to their procedure for disseminating updated public information, staff changes, statistics, etc. Some data may change monthly, weekly or even daily, requiring a procedure to ensure this occurs smoothly. Links need to be kept current at all times. However, even static informational content will need to be refreshed periodically.

There is content management software for updating some content on your web pages. The Department of Information Technology, Web Services will work with interested departments to provide access and training in the use of this software. The City's IT vendor can also develop web-enabled forms to allow direct data-entry of database content, if applicable, for web applications.

In any case, the updating requirements need to be assessed early in the planning and development stages. This will help in optimizing the organizational framework of the web site to ensure easy updating and minimize ongoing external support costs to the department owning the content.

## **Marketing the Web Page and Evaluating its Success**

Once your site is accessible on the Internet, you will want people to know where they can find it. Each new page will be listed in the main "bucket" pages and/or home page of the City's web site according to specific criteria defined by the Department of Information Technology; Web Services. The content will also be accessible using the "Search" capability provided for the entire City web site. An up front and center presence on the City's home page can be obtained by initiating a press release for the Citywide news box, or working with the Mayor's Office to add a photo carousel item.

Another way to get the word out about your web site is to include the web site / URL address on brochures, newsletters, press releases and publicly available communications. The Department of Information Technology, Web Services can also register a simple domain name if you need a web site / URL marketing solution that is easier to remember or can be printed on equipment, billings or brochures. This simple domain name can end with .org and can be redirected to your official City web pages. You may ask related organizations to reciprocate in providing a link to your web site if appropriate. This will rank your site higher with search engines. However, do not automatically link to all sites that may request this. Only link to sites that are appropriate as discussed in the Linking Policy.

Publicity is an on-going activity. You will want to plan for publicizing your web site on a continuing basis. Also, when adding new significant content or services you may want to follow the same steps as you did with your initial presence.

There are a number of Internet search services that millions of people use to locate information resources on the Internet. Google™, Bing™, Yahoo™, and others have individual procedures for ranking and listing web sites. Each use various methods to determine the relevance of a web page to a given search query. The number of times a word or phrase appears, the frequency in which the page gets updated, the number of links from other web sites to the page, and other criteria, are used by the search service when ordering the "hit list" that appears in response to a query.

To monitor statistics on the visits to your web page, a web site logging is available at <http://citynet.sannet.gov> under “Web site Information” in the lower right corner of the home page, “Web site Usage Statistics”. The reports will show activity summary detail for each web site. The most reliable count of visitors to your site is “Visits”, rather than “Hits”.

The most valuable measure you will find is the feedback you get from the public. Each department page must have an email contact capability to allow the public to make suggestions and comment to your staff directly on your web page. It will help you learn about changing expectations for content, any problems with your page such as broken links and to receive some much appreciated praise! You might want to gather anecdotal comments for your management to support your ongoing planning efforts. Respond to or forward questions and comments as you would for any business correspondence.

To evaluate its success, review your original objectives for a web site and assess if it is meeting your goals. If necessary, you may want to modify your pages or your approach.

## **Maintaining Your Web pages**

As mentioned previously, it is important that the information on your web site be kept up-to-date and current. It is also a good idea to refresh your content regularly.

## **Requesting Updates to Your Web site**

Requests for changes or additions to your web pages and/or web applications must go through the City's current Self-Service Portal by Atos. Standard web page content updates are covered by the rates your department already pays for IT services, however, some update tasks such as creation or modification of interactive PDF forms will need to go through the City's Public Services procurement process if your department does not have staff with Adobe Acrobat Pro software and skills.

Interactive web application creation or updates will require an IT App Service Request which will be reviewed by the City's IT sourcing vendor. You will then be provided with a timeline and cost estimate for any required billing.

## **Updating Your Own Web pages**

Content management software is available, providing a distributed environment allowing departments to update some of their own static web pages. This software provides a method of security, collaboration and versioning that eliminates the risk of your web pages being updated by unauthorized personnel or multiple staff making conflicting updates to the same file.

Initially, the Department of Information Technology has paid the content management licensing and training costs for one or two contacts from each department. Access for additional staff within various divisions or groups will be at the expense of the department.

Please note that the City's web site content management software does not allow access to update content on interactive web applications. These must be handled by the IT sourcing vendor separately through an IT Apps Service Request.

For more information about the content management software or to obtain access and training for someone in your department, contact the Department of Information Technology Web Services Team.

## **City Home Page and Bucket Page Updates**

The process for requesting changes or additions to the City's home page or any of the main city-wide "bucket" pages or global navigation, are reviewed and approved by the Department of Information Technology, Web Services and in some cases must be coordinated with the Mayor's Office. The process is as follows:

1) Home Page

- a. Contact the Mayor's Office to coordinate requests for the photo feature carousel, the Citywide News or the "power" buttons on the page.
- b. Contact the Department of Information Technology, Web Services Manager for review and approval of all other content changes on the City's home page, including addition to the center bar drop-downs, the search and global navigation.

2) Bucket Pages

- a. Contact the Department of Information Technology, Web Services Manager for all content changes or additions to the "bucket" pages. These are the navigational linked pages from the <http://www.sandiego.gov> home page.

## IV. ROLES & RESPONSIBILITIES

It takes a team to create and maintain an effective web page or web site.

### **City Department, Division, Program or Office**

- Define goals & objectives
- Determine Business Case
- Identify audiences
- Outline content proposal
- Gather and write content
- Draft sketch of information flows or “storyboarding”
- Obtain management approvals
- Establish funding for interactive applications and department web staffing
- Update content
- Monitor usage

### **Department of Information Technology, Web Services**

- Consult and design web site “look & feel”
- Create or modify graphic placement
- Apply the visual design
- Test prototype
- Coordinate new web site development and updates
- Facilitate needs assessments
- Consult and approve content & features
- Consult and approve information flows
- Maintain overall web site organizational structure
- Provide strategic direction of overall web site
- Establish standards and guidelines for web site development
- Review and approve usability and accessibility of web applications

### **City Governance Board**

- Assist in needs assessment for interactive web applications
- Approve Business Cases and funding for IT projects

### **IT Sourcing Vendors**

- Perform web page design
- Perform application development
- Test in pre-production
- Implement final product
- Establish & manage technical environment
- Monitor bandwidth

## V. STANDARDS AND GUIDELINES

1. The purpose of the City of San Diego Web site is to provide an easy-to-use, coordinated, centralized electronic way for delivery of City information and services to the public via the Internet. The web site policy must support the City objectives, purpose, and policy as presented in the IT Strategic Plan and the City's Electronic Mail and Internet Use Administrative Regulation 90.62.
2. The City Web site is hosted in the City web server environment by the City's selected vendor. The City's application vendor provides web application development for the site. The domain name address or URL (Uniform Resource Locator) of the City of San Diego site is <http://www.sandiego.gov>.
3. The City web site is coordinated and managed by the Department of Information Technology. The Web Services Team is responsible for approving the proposed content and applications, incorporating them into the overall City web pages, monitoring the usage and effectiveness of the site and addressing the policy issues pertaining to the City's web site.
4. City Departments are responsible for determining the business need for a new web site and for creating, gathering and organizing the content for web site development. Departments are responsible for the accuracy of the content and must keep it up-to-date. Departments are responsible for costs to develop and maintain interactive web applications. Each department should identify a primary contact for web development and maintenance.
5. The Department of Information Technology, Web Services team is responsible for creating the design and layout of the City's web site. Any graphics, photographs and other artwork which City Departments may wish to include on the web site will be assessed for graphics quality by the Department of Information Technology, Web Services.
6. Any content and applications provided through the City web site must comply with all laws and City policies including, but not limited to, copyright, trademarks, product endorsements, intellectual property, open access, privacy and protection of personal data.
7. The focus of the City web site is on City government information and services, hosting sub-sites for the Mayor and Council Offices, City departments, managerial, independent, and associated City agencies.
8. The web site / URL addresses of City department web sites are extensions of the City of San Diego domain name, based on the home page address <http://www.sandiego.gov>.
9. The content must reflect the corporate image of the City of San Diego and reinforce the City business - information, services and decision-making.
10. Requests to update web pages are restricted to those designated by the department and requests must be made through the formal request process.
11. Content development must accommodate optimal viewing of the site using the most current version of Internet Explorer and one version prior as well as support the text-only capability. However, any design and content development must strive for device independence, and consider browser display and device size differences.
12. All department web sites must provide for an email feedback feature to allow for public comment and suggestions to the department regarding the web site content and design. Each department must determine its approach to responding to email comments.
13. Use of forms must support the citizens' right to privacy and security and ensure the information collected will not be used for any purpose other than stated in the web site Privacy Notice found on the bottom of the City's Home Page.

14. Links to non-City of San Diego sites are determined by the department as it pertains to its area of responsibility. Selection must be based on its appropriateness or value added to the department web site objectives, its accuracy and authoritativeness of content, and its ability to administratively and technically support wide public access. Links must also meet the criteria defined in the Linking Policy found in another section of this document. Departments must regularly review the linked sites for content, performance and changed addresses. General regional links are determined by the Department of Information Technology, Web Services using the same criteria.
15. The goal is to ensure that the information and services of the web site are accessible and easy-to-use by the general public. Use of extensive animation, Flash, and media types and applications requiring plug-ins should be employed as an exception and only as approved by the Department of Information Technology.
16. The City department must obtain the proper releases and permissions necessary for any content (text, audio, and video), photograph and graphic that is used on the web site.
17. Referenced documents and policies are regularly reviewed and updated to maintain compliance with evolving web standards including ADA compliance regulations. The City department must regularly review the City of San Diego's "Web Policies, Standards & Guidelines" web page for updated content and adjust their web site and web pages as needed.